I. INTRODUCTION

Make-up is one of the most essential aspects of appearance as it can enhance a person's self-confidence. Nowadays, looking attractive and beautiful has become a daily necessity, especially for facial appearance. Make-up is used for various types of events, both formal and non-formal. In Kudus Regency, numerous make-up service providers offer a wide range of quality and pricing options. Among these, the researcher selected Naisella Make Up as the subject of this study.

Naisella Make Up was established in 2018 and is located at Jl. Kyai Mojo, Jepangpakis, Jati, Kudus. Besides offering make-up and hairdo services, Naisella Make Up also provides costume rentals, including kebaya, traditional attire, wedding gowns, and suits. Unlike its establishment year, the rental service started in 2023 and has served a total of 300 customers. Naisella Make Up offers two make-up packages: regular and team. The regular package is handled personally by the service owner and is commonly used for engagements, graduations, or bridesmaids. Meanwhile, the team package is intended for weddings, where the service is managed by a team of four professionals.

Currently, order management at Naisella Make Up is conducted manually, where the service owner records each booking in a notebook. The recorded data includes the customer's name, booking date, selected make-up and attire package, and payment process. The large volume of data makes the manual system inefficient, as it consumes significant time and effort and leads to various issues. Common problems include incorrect booking dates, mismatched make-up packages, or inappropriate attire selection, resulting in

miscommunication between the service provider and customers. Additionally, the lack of comprehensive information regarding available booking dates and in-stock attire makes the reservation process challenging for customers.

According to make-up service information systems, Lyaiyoh Make Up conducts transactions manually. Customers must visit the salon in person to make a booking, and the service provider records the order in a notebook. The common issues include errors in order recording and the absence of facilities providing complete information about Lyaiyoh Make Up. To address these problems, the researchers designed a web-based make-up service information system using the waterfall method. This system is intended to streamline data management, reduce errors in order recording, simplify the booking process, and serve as a promotional platform for Lyaiyoh Make Up [1].

Similarly, study on Vera Yonas Salon, found that its operational system still relies on conventional methods. The salon uses social media for marketing and Microsoft Excel to manage transaction records. However, the use of social media has not been maximized, as orders are not well-documented, and promotional information is not effectively communicated. Additionally, errors in Microsoft Excel, caused by viruses, have led to data loss with no backup system. Therefore, researchers proposed designing a web-based application for bridal attire rental and make-up bookings to overcome these issues. This information system is expected to facilitate customers in accessing service information and making reservations without the hassle of visiting the salon in person [2].

Design of a booking and information application for makeup services, explained that makeup artists in Bengkalis still use conventional methods. They promote their services through social media and word of mouth. However, the provided information is often incomplete, and order recording is challenging since they must manually check each customer's message. Through social media, customers also struggle to find a makeup artist that meets their preferences. Due to the lack of a dedicated application, the researcher was interested in developing an Android-based makeup service booking application using the Rapid Application Development (RAD) method. This method aims to create a system that meets user needs and reduces the time required for redevelopment after implementation [3].

Journal article on a makeup and bridal attire search and booking application, explained that makeup artists in Bandar Lampung face challenges in their business. The issues arise because booking systems rely on social media or WhatsApp. One major challenge is scheduling conflicts, where multiple customers request services on the same day, forcing the makeup artists to cancel some orders. Based on this issue, the researchers proposed designing an Android-based application for searching and booking makeup services and bridal attire. This application is expected to serve as a platform for providing information and addressing the previously encountered problems [4].

Makeup service and kebaya rental information system, explained that Audria Makeup uses social media as its promotional platform. Customers can obtain information about Audria Makeup through their Instagram account. However, the information provided is incomplete, leading customers to frequently ask various questions. As a result, the service provider faces difficulties in scheduling appointments, monitoring orders, and managing kebaya stock in an organized manner. Based on these issues, the researchers proposed developing a makeup service and kebaya rental information system. This system aims to enhance efficiency, expand market reach, and improve service quality [5].

The design of a customer satisfaction assessment system at Parfume Corner Bandar Lampung, reported survey results indicating that 91% of customers were satisfied with the services provided. However, interviews with Parfume Corner revealed that the number of customers placing perfume orders had declined due to the increasing number of new perfume stores and the impact of the pandemic. This decline resulted in a 20% decrease in profits.

Additionally, Parfume Corner lacked the resources to analyze customer satisfaction levels regarding their products and services. Therefore, the researchers planned to develop a customer satisfaction assessment system using the Customer Satisfaction Index (CSI) to help analyze customer feedback and improve service quality at Parfume Corner Bandar Lampung [6].

The design of an assistive system for determining customer satisfaction levels, explained that business owners implement various strategies to enhance customer appeal. In the sales process, the primary factors influencing customer satisfaction include service quality, showroom appearance, vehicle quality, and customer satisfaction measurement. Based on this, the researchers planned to develop a decision support system to assess customer satisfaction using the Customer Satisfaction Index (CSI) method. This method is considered flexible and can accommodate various existing data while analyzing quantitative data in the form of the percentage of satisfied customers from customer satisfaction surveys [7].

The urgency of this research lies in the need for a more efficient and modern makeup service booking system in Kudus Regency. Currently, many makeup service providers still rely on manual booking methods, which are prone to scheduling errors, mismatched service packages, and miscommunication between customers and service providers. Additionally, the lack of real-time information on service availability and outfit stock makes it difficult for customers to plan their bookings. Without an integrated system, operational efficiency remains low, potentially reducing customer satisfaction and weakening the competitiveness of service providers amidst the growing demand for high-quality makeup services.

By developing a digital makeup service portal integrated with the Customer Satisfaction Index (CSI) method, this study offers an innovative solution that not only simplifies the booking process but also helps service providers evaluate customer satisfaction objectively. This system enables more accurate data recording, provides real-time service information, and enhances user experience in selecting makeup services that suit their needs. The implementation of this system is expected to improve the professionalism of makeup services in Kudus, increase customer satisfaction, and strengthen the competitiveness of service providers in today's digital era.